

WHAT IS CLAIMED IS:

1                   1.       A system for managing coupon redemption under a reward program,  
2 comprising:

3                   a token configured to store an electronic coupon and a redemption tally, the  
4 redemption tally representing the number of times the electronic coupon has been redeemed  
5 by a holder of the token for a corresponding reward under the reward program; and

6                   a token acceptance device configured to store a redemption limit relating to  
7 the electronic coupon, the redemption limit representing the maximum number of times the  
8 electronic coupon is allowed to be redeemed for the corresponding reward under the reward  
9 program, the token acceptance device further configured to receive information relating to a  
10 transaction from the holder;

11                  wherein the holder indicates to the token acceptance device that the electronic  
12 coupon is to be redeemed and applied to the transaction; and

13                  wherein upon receiving indication of redemption of the electronic coupon, the  
14 token acceptance device compares the redemption limit to the redemption tally and  
15 determines whether the electronic coupon is allowed to be redeemed and applied to the  
16 transaction.

1                   2.       The system of claim 1 further comprising:

2                   a reward host configured to allow a reward program sponsor to establish the  
3 redemption limit and communicate the redemption limit to the token acceptance device.

1                   3.       The system of claim 2 wherein the reward host is further configured to  
2 allow the reward program sponsor to change the redemption limit in response to one or more  
3 conditions.

1                   4.       The system of claim 2 wherein the redemption limit is established  
2 based on one or more criteria that are specific to the holder of the token.

1                   5.       The system of claim 1 wherein the token includes one of a smartcard  
2 card, a cellular phone, a personal digital assistant, a pager, a payment card, a security card, an  
3 access card, smart media and a transponder.

1                   6.       The system of claim 1 wherein the token acceptance device includes  
2 one of a point-of-sale device, a cellular phone, a personal digital assistant (PDA), a personal

3 computer (PC), a tablet PC, a handheld specialized reader, a set-top box, an electronic cash  
4 register, a virtual cash register, a kiosk, a security system, and an access system.

1 7. The system of claim 1 wherein if it is determined that the electronic  
2 coupon is allowed to be redeemed, the token acceptance device updates the redemption tally  
3 of the token.

1 8. A system for managing coupon redemption under a reward program,  
2 comprising:

3 a reward host configured to store a redemption limit, the redemption limit  
4 representing the maximum number of times an electronic coupon is allowed to be redeemed  
5 for a reward under the reward program; and

6 a token acceptance device configured to receive the redemption limit from the  
7 reward host, the token acceptance device further configured to receive a token, the token  
8 having stored thereon a redemption tally, the redemption tally representing the number of  
9 times the electronic coupon has been redeemed by a holder of the token for the reward under  
10 the reward program, the token acceptance device also configured to receive information  
11 relating to a transaction from the holder;

12 wherein the holder indicates to the token acceptance device that the electronic  
13 coupon is to be redeemed and applied to the transaction; and

14 wherein upon receiving indication of redemption of the electronic coupon, the  
15 token acceptance device compares the redemption limit to the redemption tally and  
16 determines whether the electronic coupon is allowed to be redeemed and applied to the  
17 transaction.

1 9. The system of claim 8 wherein the reward host is further configured to  
2 allow a reward program sponsor to establish the redemption limit and communicate the  
3 redemption limit to the token acceptance device.

1 10. The system of claim 9 wherein the reward host is further configured to  
2 allow the reward program sponsor to change the redemption limit based on one or more  
3 conditions.

1 11. The system of claim 9 wherein the redemption limit is established  
2 based on one or more criteria that are specific to the holder of the token.

1                   12.     The system of claim 8 wherein the token includes one of a smartcard  
2 card, a cellular phone, a personal digital assistant, a pager, a payment card, a security card, an  
3 access card, smart media and a transponder.

1                   13.     The system of claim 8 wherein the token acceptance device includes  
2 one of a point-of-sale device, a cellular phone, a personal digital assistant (PDA), a personal  
3 computer (PC), a tablet (PC), a handheld specialized reader, a set-top box, an electronic cash  
4 register, a virtual cash register, a kiosk, a security system, and an access system.

1                   14.     The system of claim 8 wherein if it is determined that the electronic  
2 coupon is allowed to be redeemed, the token acceptance device updates the redemption tally  
3 of the token.

1                   15.     A method for managing coupon redemption under a reward program,  
2 comprising:

3                   retrieving a token image from a token, the token image having an electronic  
4 coupon and a redemption tally relating to the electronic coupon, the redemption tally  
5 representing the number of times the electronic coupon has been redeemed for a  
6 corresponding reward under the reward program; and

7                   comparing the redemption tally to a redemption limit, the redemption limit  
8 representing the maximum number of times the electronic coupon is allowed to be redeemed  
9 for the corresponding reward under the reward program.

1                   16.     The method of claim 15 further comprising:  
2 storing the redemption limit in a token acceptance device.

1                   17.     The method of claim 16 further comprising:  
2 allowing a reward program sponsor to establish the redemption limit; and  
3 communicating the redemption limit to the token acceptance device.

1                   18.     The method of claim 17 wherein the redemption limit is established  
2 based on one or more criteria that are specific to a holder of the token.

1                   19.     The method of claim 17 further comprising:  
2 allowing the reward program sponsor to change the redemption limit based on  
3 one or more conditions.

1                   20.     The method of claim 15 wherein comparing the redemption tally to the  
2 redemption limit further comprises:

3                   determining whether the electronic coupon is allowed to be redeemed.

1                   21.     The method of claim 20 further comprising:  
2                   if it is determined that the electronic coupon is allowed to be redeemed,  
3 updating the redemption tally of the token.

1                   22.     The method of claim 15 wherein the token includes one of a smartcard  
2 card, a cellular phone, a personal digital assistant, a pager, a payment card, a security card, an  
3 access card, smart media and a transponder.

1                   23.     A system for resolving coupon redemption conflicts, comprising:  
2                   a token configured to store an electronic coupon redeemable for a  
3 corresponding reward under a reward program; and  
4                   a token acceptance device configured to receive information relating to a  
5 paper-based coupon, the token acceptance device further configured to store a set of rules  
6 pertaining to redemption of the electronic coupon and the paper-based coupon, the token  
7 acceptance having control logic configured to use the set of rules to determine whether there  
8 is a conflict when the electronic coupon and the paper-based coupon are concurrently  
9 presented for redemption.

1                   24.     The system of claim 23 further comprising:  
2                   a reward host configured to allow a reward program sponsor to define the set  
3 of rules and communicate the set of rules to the token acceptance device.

1                   25.     The system of claim 24 wherein the reward host is further configured  
2 to allow the reward program sponsor to change the set of rules in response to one or more  
3 conditions.

1                   26.     The system of claim 23 wherein the token includes one of a smartcard  
2 card, a cellular phone, a personal digital assistant, a pager, a payment card, a security card,  
3 an access card, smart media and a transponder.

1                   27.     The system of claim 23 wherein the token acceptance device includes  
2 one of a point-of-sale device, a cellular phone, a personal digital assistant (PDA), a personal

3 computer (PC), a tablet (PC), a handheld specialized reader, a set-top box, an electronic cash  
4 register, a virtual cash register, a kiosk, a security system, and an access system.

1 28. The system of claim 23 wherein when it is determined that there is a  
2 conflict, redemption of either the electronic coupon or the paper-based coupon is deferred.

1 29. A system for resolving coupon redemption conflicts, comprising:  
2 a reward host configured to store a set of rules pertaining to the redemption of  
3 an electronic coupon and a paper-based coupon; and  
4 a token acceptance device configured to receive the set of rules from the  
5 reward host, the token acceptance device further configured to receive information relating to  
6 the paper-based coupon and a token, the token having stored thereon the electronic coupon;  
7 wherein upon receiving indication that the electronic coupon and the paper-  
8 based are concurrently presented for redemption, the token acceptance device uses the set of  
9 rules to determine whether the concurrent redemption of the electronic coupon and the paper-  
10 based coupon will result in a conflict.

1 30. The system of claim 29 wherein the reward host is further configured  
2 to allow a reward program sponsor to define the set of rules and communicate the set of rules  
3 to the token acceptance device.

1 31. The system of claim 30 wherein the reward host is further configured  
2 to allow the reward program sponsor to change the set of rules based on one or more  
3 conditions.

1 32. The system of claim 29 wherein upon determining that there is a  
2 conflict, redemption of either the electronic coupon or the paper-based coupon is deferred.

1 33. The system of claim 29 wherein the token includes one of a smartcard  
2 card, a cellular phone, a personal digital assistant, a pager, a payment card, a security card, an  
3 access card, smart media and a transponder.

1 34. The system of claim 29 wherein the token acceptance device includes  
2 one of a point-of-sale device, a cellular phone, a personal digital assistant (PDA), a personal  
3 computer (PC), a tablet PC, a handheld specialized reader, a set-top box, an electronic cash  
4 register, a virtual cash register, a kiosk, a security system, and an access system.

1                   35.     A system for managing coupon redemption and conflict resolution,  
2     comprising:  
3                   a reward host configured to store a redemption limit and a set of rules  
4     pertaining to redemption of an electronic coupon and a paper-based coupon, the redemption  
5     limit representing the maximum number of times the electronic coupon is allowed to be  
6     redeemed by a holder of the token for a corresponding reward under a reward program; and  
7                   a token acceptance device configured to:  
8                   receive the redemption limit and the set of rules from the reward host,  
9                   receive a token and its associated token image, the token image  
10    including the electronic coupon and a redemption tally, the redemption tally representing the  
11    number of times the electronic coupon has been redeemed by the holder, and  
12                   receive information relating to the paper-based coupon;  
13                   wherein upon receiving indication that the electronic coupon is to be  
14    redeemed, the token acceptance device compares the redemption limit and the redemption  
15    tally and determines whether the electronic coupon is allowed to be redeemed; and  
16                   wherein upon receiving indication that the electronic coupon and the paper-  
17    based coupon are concurrently presented for redemption, the token acceptance device uses  
18    the set of rules to determine whether the concurrent redemption of the electronic coupon and  
19    the paper-based will result in a conflict.

1                   36.     The system of claim 35 wherein the reward host is further configured  
2     to allow a reward program sponsor to establish the redemption limit and communicate the  
3     redemption limit to the token acceptance device.

1                   37.     The system of claim 36 wherein the reward host is further configured  
2     to allow the reward program sponsor to change the redemption limit based on one or more  
3     conditions.

1                   38.     The system of claim 36 wherein the redemption limit is established  
2     based on one or more criteria that are specific to the holder of the token.

1                   39.     The system of claim 35 wherein the reward host is further configured  
2     to allow a reward program sponsor to define the set of rules and communicate the set of rules  
3     to the token acceptance device.

1                   40.     The system of claim 39 wherein the reward host is further configured  
2     to allow the reward program sponsor to change the set of rules based on one or more  
3     conditions.

1                   41.     The system of claim 35 wherein upon determining that there is a  
2     conflict, redemption of either the electronic coupon or the paper-based coupon is deferred.

1                   42.     The system of claim 35 wherein the token includes one of a smartcard  
2     card, a cellular phone, a personal digital assistant, a pager, a payment card, a security card, an  
3     access card, smart media and a transponder.

1                   43.     The system of claim 35 wherein the token acceptance device includes  
2     one of a point-of-sale device, a cellular phone, a personal digital assistant (PDA), a personal  
3     computer (PC), a tablet PC, a handheld specialized reader, a set-top box, an electronic cash  
4     register, a virtual cash register, a kiosk, a security system, and an access system.